

13 March 2017

Seven Network Ratings Report

Week 10: 5 March – 11 March 2017

Seven wins in primetime on primary channels

- Seven is number 1 for total viewers.

Seven wins in primetime on combined audiences

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combine to win primetime in total viewers on the combined audiences of all multiple channels.

Seven wins in news

- Seven News leads Nine News.
- Seven News – Today Tonight leads Nine News 6:30

Seven wins in breakfast television

- Sunrise leads Today.

Seven wins in morning television

- The Morning Show leads Today Extra.

Seven wins at 5:30pm

- The Chase leads Hot Seat.

Seven delivers in the most-watched programmes across Australia

- | | |
|--------------------------------|---------------|
| - My Kitchen Rules - Tuesday | 1.588 million |
| - My Kitchen Rules – Sunday | 1.578 million |
| - My Kitchen Rules – Wednesday | 1.546 million |
| - My Kitchen Rules – Monday | 1.544 million |
| - Seven News – Sunday | 1.502 million |
| - Seven News | 1.452 million |
| - Seven News – Today Tonight | 1.335 million |
| - Seven News – Saturday | 1.177 million |
| - Sunday Night | 1.129 million |
| - Home and Away | 1.116 million |
| - Bride & Prejudice | 1.063 million |



- 800 Words 1.044 million
- Murder Uncovered 1.029 million
- Murder Uncovered 1.012 million

Metropolitan and Regional Combined Audiences

Seven wins in breakfast television and morning television across Australia

- Sunrise = 510,000 vs Today = 424,000
- The Morning Show = 210,000 vs Today Extra = 168,000

Seven builds on total viewing over the past seven days

- On Sunday, My Kitchen Rules adds 153,000 viewers and delivers a total audience of 1.693 million. Sunday Night adds 84,000 viewers and delivers a total audience of 1.330 million.
- On Monday, Home and Away climbs to a total audience of 1.346 million, My Kitchen Rules climbs to a total audience of 1.675 million, and Bride & Prejudice climbs to a total audience of 1.151 million.
- On Tuesday, Home and Away adds 112,000 viewers and moves to 1.326 million on total viewing. My Kitchen Rules adds 182,000 viewers and moves to 1.716 million on total viewing. 800 Words adds 302,000 viewers and moves to 1.375 million on total viewing.
- On Wednesday, Home and Away climbs from 1.200 million to 1.317 million. My Kitchen Rules climbs from 1.662 million to 1.846 million. Murder Uncovered climbs from 1.049 million to 1.211 million.

Seven delivers across the week

- My Kitchen Rules peaks at 1.325 million and is one Sunday's top two most-watched programme for total viewers and in all key audience demographics – 28 share in total viewers, 30 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.
- Sunday Night is up 7% on 60 Minutes and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in 16-39s, 25 share in 18-49s and 26 share in 25-54s.
- My Kitchen Rules peaks at 1.270 million and is one of Monday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 31 share in 16-39s, 29 share in 18-49s and 30 share in 25-54s.
- Bride & Prejudice wins in total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 37 share in 16-39s, 36 share in 18-49s and 36 share in 25-54s.
- My Kitchen Rules peaks at 1.376 million and is one of Tuesday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 35 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.
- 800 Words delivers in all key audience demographics – 30 share in total viewers, 30 share in 16-39s, 27 share in 18-49s and 28 share in 25-54s.

- My Kitchen Rules peaks at 1.257 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 41 share in 16-39s, 37 share in 18-49s and 37 share in 25-54s.
- Murder Uncovered wins its timeslot and delivers in all key audience demographics – 32 share in total viewers, 31 share in 16-39s, 27 share in 18-49s and 28 share in 25-54s.
- Saturday Night At The Movies: Iron Man delivers in all key audiences – 35 share in 16-39s, 35 share in 18-49s and 33 share in 25-54s.
- Saturday Night At The Movies: The Fast and the Furious delivers in all key audiences – 27 share in total viewers, 37 share in 16-39s, 34 share in 18-49s and 33 share in 25-54s.

Live and As-Live Data

Week 10 Primetime Shares

ABC1:	12.4%
Seven:	20.3%
Nine:	19.7%
Ten:	12.5%
SBS1:	4.8%

ABC2:	2.6%
ABC Me:	0.6%
ABC News 24:	2.0%
7TWO:	3.6%
7mate:	3.4%
7flix:	2.5%
GO!:	3.9%
Gem:	2.3%
Life:	2.1%
One:	3.2%
Eleven:	2.4%
Viceland:	0.8%
Food:	0.9%
NITV:	0.1%

Week 10 Combined Multiple Channels Primetime Shares

ABC1:	17.6%
Seven:	29.6%
Nine:	28.0%
Ten:	18.1%
SBS:	6.6%

Oztag Data. Share data for ABC, 7, 9, 10 and SBS represent network (aggregate) figures.

Primetime Programming Analysis

Sunday

- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers on the combined audiences of all channels.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven builds on recorded viewing over the past seven days:
 - My Kitchen Rules adds 153,000 viewers and delivers a total audience of 1.693 million. Sunday Night adds 84,000 viewers and delivers a total audience of 1.330 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Seven News	#4	Seven News	#7
Sunday Night	#6	Sunday Night	#8
16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Sunday Night	#7	Seven News	#7
Seven News	#8	Sunday Night	38

- **Seven News** (0.977 million).
- **My Kitchen Rules** (1.059 million) peaks at 1.325 million and is one Sunday's top two most-watched programme for total viewers and in all key audience demographics – 28 share in total viewers, 30 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.
- **Sunday Night** (0.733 million) is up 7% on 60 Minutes and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in 16-39s, 25 share in 18-49s and 26 share in 25-54s.

Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 9% on Nine and up 89% on Ten in total viewers.
 - Seven is up 4% on Nine and up 67% on Ten in 16-39s. Seven is up 2% on Nine and up 52% on Ten in 18-49s. Seven is up 6% on Nine and up 53% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
 - 7mate is the most-watched digital channel for 18-49s and 25-54s.

- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 20% on Nine (Nine + Go + Gem + Life) and up 81% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 2% on Nine and up 42% on Ten in 16-39s. Seven leads Nine and is up 34% on Ten in 18-49s. Seven is up 5% on Nine and up 38% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm with The Chase.
- Seven builds on recorded viewing over the past seven days:
 - Home and Away climbs to a total audience of 1.346 million, My Kitchen Rules climbs to a total audience of 1.675 million, and Bride & Prejudice climbs to a total audience of 1.151 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Seven News	#3	Bride & Prejudice	#5
Seven News – Today Tonight	#4	Seven News	#9
Home and Away	#10	Home and Away	#10
16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Bride & Prejudice	#3	Bride & Prejudice	#4
Home and Away	#6	Home and Away	#8
Seven News – Today Tonight	#10		

- **Seven News** (0.981 million). Seven News wins network – up 112,000 viewers on Nine News, a 13% audience advantage.
- **Seven News – Today Tonight** (0.938 million). Seven News – Today Tonight wins network – up 61,000 viewers on Nine News 6:30, a 7% audience advantage.
- **Home and Away** (0.724 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 32 share in 16-39s, 29 share in 18-49s and 27 share in 25-54s.
- **My Kitchen Rules** (1.047 million) peaks at 1.270 million and is one of Monday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 31 share in 16-39s, 29 share in 18-49s and 30 share in 25-54s.
- **Bride & Prejudice** (0.700 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 37 share in 16-39s, 36 share in 18-49s and 36 share in 25-54s.

Tuesday

- Seven wins in news.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers on the combined audiences of all channels.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on recorded viewing over the past seven days:
 - Home and Away adds 112,000 viewers and moves to 1.326 million on total viewing. My Kitchen Rules adds 182,000 viewers and moves to 1.716 million on total viewing. 800 Words adds 302,000 viewers and moves to 1.375 million on total viewing.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Seven News	#3	Seven News – Today Tonight	#10
Seven News – Today Tonight	#4		
Home and Away	#10		
16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#2
800 Words	#10	Home and Away	#10

- **Seven News** (0.981 million). Seven News wins network – up 57,000 viewers on Nine News, a 6% audience advantage.
- **Seven News – Today Tonight** (0.935 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.670 million) delivers in all key audience demographics – 25 share in 16-39s and 25 share in 18-49s.
- **My Kitchen Rules** (1.052 million) peaks at 1.376 million and is one of Tuesday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 35 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.
- **800 Words** (0.594 million) delivers in all key audience demographics – 30 share in total viewers, 30 share in 16-39s, 27 share in 18-49s and 28 share in 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 36% on Nine and up 69% on Ten in total viewers.
 - Seven is up 65% on Nine and up 35% on Ten in 16-39s. Seven is up 34% on Nine and up 21% on Ten in 18-49s. Seven is up 35% on Nine and up 29% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 21% on Nine (Nine + Go + Gem + Life) and up 68% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 23% on Nine and up 19% on Ten in 16-39s. Seven is up 12% on Nine and up 17% on Ten in 18-49s. Seven is up 15% on Nine and up 28% on Ten in 25-54s.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on recorded and total viewing over the past seven days:
 - Home and Away climbs from 1.200 million to 1.317 million. My Kitchen Rules climbs from 1.662 million to 1.846 million. Murder Uncovered climbs from 1.049 million to 1.211 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Home and Away	#10
Seven News – Today Tonight	#3		
Home and Away	#9		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#8	Murder Uncovered	#10
Murder Uncovered	#10		
- **Seven News** (0.941 million). Seven News wins network.
- **Seven News – Today Tonight** (0.924 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.704 million) delivers in all key audiences – 25 share in total viewers, 28 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.

- **My Kitchen Rules** (1.016 million) peaks at 1.257 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 41 share in 16-39s, 37 share in 18-49s and 37 share in 25-54s.
- **Murder Uncovered** (0.656 million) wins its timeslot and delivers in all key audience demographics – 32 share in total viewers, 31 share in 16-39s, 27 share in 18-49s and 28 share in 25-54s.

Thursday

- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix is up 3% on Nine + Go + Gem + Life and up 20% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins at 5:30pm. The Chase leads Hot Seat.

Friday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm with The Chase.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#7
Seven News – Today Tonight	#2	Seven News – Today Tonight	#8
Better Homes and Gardens	#5	Better Homes and Gardens	#10
16-39s		18-49s	
Better Homes and Gardens	#8	Seven News – Today Tonight	#8
Seven News – Today Tonight	#9	Seven News	#9
		Better Homes and Gardens	#10

- **Seven News** (0.802 million). Seven News wins network – up 61,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (0.761 million). Seven News – Today Tonight wins network.

Saturday

- Seven wins in news.
- Seven in Perth wins across primetime with coverage of the WA State Election.
- Seven wins in primetime on primary channels.
 - Seven is number one for 16-39s, 18-49s and 25-54s.
 - Seven is up 15% on Nine and up 147% on Ten in total viewers.
 - Seven is up 15% on Nine and up 59% on Ten in 16-39s. Seven is up 10% on Nine and up 79% on Ten in 18-49s. Seven is up 7% on Nine and up 87% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 3% on Nine (Nine + Go + Gem + Life) and up 97% on Ten (Ten + One + Eleven) in total viewers.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#2
Iron Man	#10	Iron Man	#4
		The Fast and the Furious	#9
16-39s		18-49s	
Seven News	#2	Seven News	#2
Iron Man	#3	Iron Man	#4
The Fast and the Furious	#7	The Fast and the Furious	#6

- **Seven News** (0.771 million). Seven News wins network – up 116,000 viewers on Nine News, an 18% audience advantage.
- **Saturday Night At The Movies: Iron Man** (0.291 million – not broadcast in Adelaide and Perth) delivers in all key audiences – 35 share in 16-39s, 35 share in 18-49s and 33 share in 25-54s.
- **Saturday Night At The Movies: The Fast and the Furious** (0.201 million – not broadcast in Perth) delivers in all key audiences – 27 share in total viewers, 37 share in 16-39s, 34 share in 18-49s and 33 share in 25-54s.

Primetime audience demographics for Week 10: 6:00pm-midnight

	Total Individuals	Ppl 25-54	Ppl 16-39	Ppl 18-49
Seven Network	29.6%	28.8%	29.3%	28.5%
Nine Network	28.0%	31.4%	32.9%	32.4%
Network Ten	18.1%	22.5%	22.1%	22.8%
ABC Network	17.6%	11.5%	10.3%	10.8%
SBS Network	6.6%	5.8%	5.4%	5.4%
Seven	20.3%	19.3%	19.2%	18.8%
Nine	19.7%	22.3%	22.2%	22.5%
TEN	12.5%	15.9%	15.1%	15.9%
ABC	12.4%	6.7%	5.1%	5.7%
SBS	4.8%	3.3%	2.5%	2.9%
7TWO	3.6%	1.5%	0.9%	1.3%
7mate	3.4%	4.7%	5.6%	5.0%
7flix	2.5%	3.2%	3.6%	3.4%
9GO!	3.9%	4.8%	6.5%	5.5%
9Gem	2.3%	1.6%	1.6%	1.7%
9Life	2.1%	2.7%	2.6%	2.7%
ONE	3.2%	3.2%	2.5%	2.8%
ELEVEN	2.4%	3.5%	4.6%	4.0%
ABC2	2.6%	2.6%	3.1%	2.8%
ABC ME	0.6%	0.4%	0.5%	0.4%
ABC News 24	2.0%	1.8%	1.7%	1.8%
SBS VICELAND	0.8%	1.0%	1.2%	1.1%
SBS Food Network	0.9%	1.3%	1.5%	1.3%